



## Gorsuch Mailing List

The Gorsuch catalog has been a favorite of sophisticated mountain resort guests and homeowners for more than 50 years, offering casual apparel and winter sportswear with a finely-crafted, European flair. Affluent customers are repeat buyers of high-end luxury clothing for both men and women. Gorsuch also offers exclusive gifts and furnishings for elegant homes with an alpine cachet.

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SEGMENTS		COUNTS THROUGH 06/03/2024
348,952	TOTAL UNIVERSE / BASE RATE	\$105.00/M
16,470	3 MONTH BUYERS	+ \$41.00/M
19,688	6 MONTH BUYERS	+ \$31.00/M
36,468	12 MONTH BUYERS	+ \$26.00/M
67,196	24 MONTH BUYERS	+ \$11.00/M
	FUNDRAISERS/PUBLISHERS	\$70.00/M
	FOOD MAILERS	\$80.00/M

### DESCRIPTION

The Gorsuch catalog has been a favorite of sophisticated mountain resort guests and homeowners for 50+ years, offering casual apparel and winter sportswear with a finely-crafted, European flair. Affluent customers are repeat buyers of high-end luxury clothing for both men and women. Gorsuch also offers exclusive gifts and furnishings for elegant homes with an alpine cachet.

### Demographic Profile:

The Gorsuch customer is 40+ in age.

### ORDERING INSTRUCTIONS

- To order this list, contact your List Broker and ask for NextMark List ID #72985 or [click here to place your request](#).
- Use NextMark [List Order Entry Software](#) or Bionic [Media Planning Software](#)
- 7,500 NAME MINIMUM ORDER \$325.00 MINIMUM PAYMENT
- NET NAME IS ALLOWED(\$9.00/M RUN CHARGE)
- EXCHANGE IS AVAILABLE
- REUSE IS AVAILABLE
- CANCELLATION FEE AT \$150.00/F

POPULARITY:	100
MARKET:	CONSUMER
CHANNELS:	
SOURCE:	CATALOG
PRIVACY:	UNKNOWN
DMA?:	NO
STATUS:	STANDARD PROVIDER
GEO:	USA
GENDER:	78% FEMALE 5% MALE

### SELECTS

\$100+ BUYERS	\$41.00/M
\$150+ BUYERS	\$51.00/M
\$200+ BUYERS	\$61.00/M
\$50+ BUYERS	\$26.00/M
\$75+ BUYERS	\$36.00/M
12 MONTH HOTLINE	\$26.00/M
24 MONTH HOTLINE	\$11.00/M
3 MONTH HOTLINE	\$41.00/M
6 MONTH HOTLINE	\$31.00/M
< \$50 BUYERS	\$6.00/M
CANCELLATION RUNNING CHARGES	\$10.00/M
GENDER/SEX	\$9.00/M
SCF	\$8.00/M
STATE	\$8.00/M
ZIP	\$8.00/M

### ADDRESSING

KEY CODING	\$3.00/M
DELIVERY FEE	\$75.00/F

### RELATED LISTS

- WILAND CATALOG/ONLINE BUYERS DATABASE
- PERUVIAN CONNECTION
- WRAP LONDON
- WRAP/POETRY MASTERFILE
- VIVATERRA (VIVA TERRA)
- POETRY
- METROPOLITAN MUSEUM OF ART
- STORE CHILDREN'S PRODUCT BUYERS (FORMERLY METKIDS)
- SMITHSONIAN CATALOG
- LEVENGER ENHANCED
- PLOW & HEARTH

